

# DREAMROO Earns Certified Veteran's Business Enterprise™ Designation from the National Veteran Owned Business Association

*Dreamroo Achieves Certified Veteran's Business Enterprise™ (VBE) Designation from NaVOBA, Ensuring Commitment to Excellence and Supporting Veterans.*

ORLANDO, FLORIDA, UNITED STATES, July 11, 2023 /EINPresswire.com/ -- [DREAMROO](#) is proud to announce that it has earned the exclusive designation as a Certified Veteran's Business Enterprise™ (VBE) from the National Veteran Owned Business Association. To be eligible for the designation as [NaVOBA](#) Certified VBE™, the applicant firm must be at least 51% owned, operated, and controlled by one or more U.S. military veterans. At its core certification is a protection for both veteran-owned businesses as well as the corporations and organizations that do business with them.



Isabel Sanchez, Founder of Dreamroo, representing their commitment to excellence, diversity, and empowerment.

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*Isabel Sanchez*

[Isabel Sanchez](#), the founder of Dreamroo, emphasizes the value of VBE certification to their customers, stating, "As a VBE-certified company, Dreamroo is committed to excellence in everything we do. This certification not only showcases our deep-rooted military heritage but also underscores our unwavering commitment to delivering exceptional products and services to our valued

customers. By partnering with a VBE-certified company like Dreamroo, our customers can rest assured that they are not only receiving top-quality solutions but also supporting the veterans who have served our country."

NaVOBA's VBE Certification ensures the firms that receive contracts are truly deserving of the opportunity. Heather Herndon-Wright, Director of Supply Chain Diversity for Dallas-based Vistra

Energy and a NaVOBA Board Director, said verification and validation of the ownership, control and management of suppliers participating in the company's supplier diversity initiatives is critical to the integrity of Vistra's efforts.

"NaVOBA's certification ensures we are utilizing and developing companies that are truly owned, controlled and managed by the veterans we are endeavoring to support, and not front companies for non-qualified individuals or businesses," Wright said.

"People can easily say 'I'm a veteran-owned business' when they really aren't," NaVOBA President Matthew Pavelek said. "Corporations will not risk the accuracy of their Supplier Diversity spending goals by recording spend on contracts with firms that say they are owned by veterans if they aren't absolutely certain of the ownership, operation and control of that firm. Working with a third-party nonprofit organization like NaVOBA and its VBE certification program provides that certainty."

Isabel Sanchez

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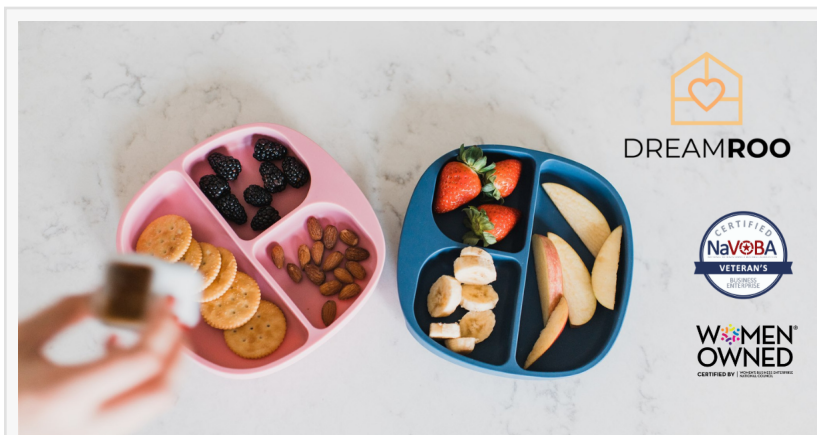
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